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Veile & Mendham

1934



THE SUPREME AWARD OF
THE AMERICAN DAHLIA SOCIETY

The Gold Medal for the Finest Exhibit
at the New York Show

VEILE & MENDHAM
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ELEANOR ROOSEVELT

[Veile & Mendham]

[Illustrated on the opposite page]

When Mrs. Franklin D. Roosevelt honored us with her permission to name a dahlia after her, we had to be very certain that it was a good one. No dahlia, we believe, has ever been given such publicity. The New York papers printed pictures of it, ran descriptions and news items about it. Everybody that came to the New York Show asked to see it and were delighted to see a thirteen inch pure white flower.

Unfortunately, we could only exhibit one flower of it at the Show because an August storm of cyclonic force just about leveled the show garden. But, that one flower was easily the sensation of the year.

Mr. J. J. McCarthy, prominent dahlia grower, of Milwaukee, Wisconsin, kindly consented to grow Eleanor Roosevelt for us last year, and reported that he had any number of giant blooms on the bushes at one time. He exhibited it at many shows in the Middle West and was unusually successful in his prize winnings with it.

It won the championship seedling class at Bryn Mawr, Pa., winning the Pennsylvania Horticultural Societies' Silver Medal.

Mr. Derrill W. Hart, in placing it on the 1933 Honor Roll of the American Home Magazine (see December issue), says:

"Here is a very impressive addition to the large flowered whites that have been introduced in the past few years, and this one is particularly clean-cut and will give any white a run for its money on the exhibition table. I had this on trial and it proved a very thrifty grower. It would be impossible for this dahlia season to go by without commemorating the Roosevelt name. In this case, Eleanor Roosevelt, a clear white informal decorative, large size, and for which the First Lady of the Land will need no apologies for the use of her name. When new whites are considered this one will come in for its share of prizes. Due to the storms only one bloom was shown at New York, but it was a very impressive one."

It is a fine grower with good, clean foliage, and a very free bloomer, despite its size. The stem is fine and holds the flower facing you.

Contrary to report, this dahlia is NOT patented nor will it be. We are only able to offer plants of this great dahlia. All plants of Eleanor Roosevelt offered by other growers in their catalogs will be of our own propagation, as we have not sold a single root to anyone. Any other, offering plants of this variety, their own propagation, should be ignored, as they are spurious. We would appreciate it, if you would report such an occurrence to us.

Eleanor Roosevelt will produce seed.

Plants only—\$7.50

NOTE: The name, "Eleanor Roosevelt" is registered with the American Dahlia Society, a copy of the letter giving us permission being on file in the office of the Secretary.



JEROME KERN

[Veile & Mendham]

[Illustrated on the opposite page]

When we introduced Jerome Kern last year, we felt certain that it would give satisfaction to everyone that grew it. The many letters that we have received in the past year more than justify that belief. There have been, of course, some complaints, and these we are most sorry for, but it is impossible for everyone to grow a dahlia alike. There are too many things such as climate and the elements to make this possible.

At the New York Show we had a huge centerpiece of this variety that in quality ranked with anything in the show. They really were beautiful, but we were no little taken back by a remark from a gentleman from Ohio who stated that "he left better Jerome Kern's on the bush at home."

As an exhibition variety it ranked with any dahlia at the shows. It was on exhibition in every show that we attended and won prizes.

As a cut flower it is unexcelled, the florists in this vicinity taking all that we can cut. It is a remarkably good keeper when cut as the fact that it won the Darnell Cup for the best keeping variety shows. The flowers in the centerpiece at the New York Show were in such good condition at the end of the show that they were sent to a hospital.

As to type, the flower is informal with wavy petals that twist and curl at the back to form a very beautiful flower. The color is shrimp pink with gold shadings. (We think the gold shadings were more pronounced this last year than before). It is a very profuse bloomer on the best of stems. The foliage is resistant to insects and needs very little, if any spraying.

It is impossible to enumerate its prize winnings, but the most important one, was the best seedling at the Atlantic City Flower and Garden Pageant in the fall of 1932 where it won in the stiffest competition of many years.

Named in honor and by special permission of Mr. Jerome Kern, the most famous composer of modern music since Victor Herbert. His melodies in his current show on Broadway, "Roberta", are as fine as any he has ever written, and his namesake has no equal for beauty. On the Honor Roll.

Root—\$7.50

Plant—\$3.75

General List of Varieties

Note: Varieties appearing in large type are all exceptional varieties, but those in smaller type are not to be considered as inferior. Varieties marked with an asterisk, thus (*), are varieties that produced seed for us this past season.

AIKO —(Dahliadel) Semi-cactus. A remarkably beautiful and striking flower. In color, a deep carmine, and in formation resembling a huge water lily more than a dahlia. It is a robust grower, the bushes averaging four feet. The stems are excellent.

Root—\$2.50

Plant—\$1.25

AMELIA EARHART —(Cordes-Eastman) Semi-cactus. A grand variety that lived up to the reputation that it acquired last year. It was exhibited in practically every show, and what is more important, it won. For the sake of comparison, it resembles the famous Edna Erber in color and formation. The color is apricot-buff, with primrose at the base of the petals. The blooms are huge on fine stems. The bush grows tall.

Plants only—\$5.00

AMERICAN LEGION—(Nuneviller) Informal Decorative. One of the largest of all dahlias, but a temperamental variety. It resembles Aztec Glory in form, but it is deeper and brighter yellow. This variety does not seem to have the vitality necessary for large flowering dahlias.

Root—\$3.50

Plant—\$1.75

ATTILA—(*)—(Vilmorin). A very satisfactory incurved cactus, dark maroon with silver tips, and a very easy variety to grow. Not large, but a tremendous producer of bloom.

Root—\$0.75

BETTY COLTER —(Success) Informal Decorative. A very fine and beautiful flower that has never been given the recognition due it. It is an even shade of light salmon red throughout, shading to old rose at the base of long rolled petals. We have never seen better stems on any dahlia.

Plants only—\$1.50

CAMEO —(Fisher & Masson) Informal Decorative. One of the most beautiful dahlias ever introduced, and certainly one of the most unusual in coloring. It is the color of the old fashioned cameo so popular today in old jewelry. Excellent stems and growth make it one of the most satisfactory dahlias on the market today. Excellent for exhibition and the garden. We cannot recommend this dahlia too highly.

Root—\$5.00

Plant—\$2.50

CAROLYN THILL—(Fisher & Masson) Informal Decorative. A new color is the Mecca of every dahlia introducer. In this variety and in Cameo, we have two dahlias that stand aloof from the general pinks, reds, yellows, whites, and autumn shades. The color is chamois-rose, a very unique shade. Excellent dark green foliage and stiff stems.

Root—\$2.50

Plant—\$1.25

CHAUTAUQUA SUNSET —(Chautauqua). One of the most beautiful dahlias in coloring that we have ever had the pleasure to grow. A glowing combination of apricot, old rose, and gold. It nearly borders the formal decorative in type, although there is a slight wave to the petals. On the Honor Roll.

Plants only—\$5.00



COLONIAL DAME
(Veile & Mendham)

COLONIAL BEAUTY—(*)—(Veile & Mendham) Informal Decorative. One of the most beautiful flowers for actual beauty of coloring that we have ever seen. A blend of soft peach and yellow of very large size. The petals twist at the end, greatly adding to the beauty of the flower. A very robust grower and should be thinned out to four canes for exhibition. The foliage is excellent and requires very little if any spraying. It was greatly admired at the New York Show.

Root—\$5.00 (Stock Limited)

Plant—\$2.50

COLONIAL DAME —(Veile & Mendham) Semi-Cactus. Beautiful clear lavender that proved a sensation all over the country this past season. There is a great scarcity of dahlias of this shade and it turned out to be a more than welcome addition as well as leader in this color. A customer in New York told us it was the best dahlia in his garden, and we have received many letters since telling us of its good qualities. We have received nothing but the highest praise for this old-fashioned lady. The flower is built up of many petals, thickly spaced, and radiating from a very full center. The foliage is excellent and the stem fine. A very profuse bloomer. For exhibition grow to four canes. On the Honor Roll. See page 7.

Root—\$5.00

Plant—\$2.50

CYNTHIA—(Waite) Informal Decorative. A very pretty flower of cattelya shade. It has a very strong growth, but should be thinned out for best results. The stems are fine and the flowers medium to large.

Root—\$2.00

Plant—\$1.00

DIANA BOURBON —(Fisher & Masson) Incurved Cactus. Light red, and a much more satisfactory dahlia than American Triumph although not as spectacular. With us, American Triumph proved a bad actor, but Diana Bourbon has more than taken its place. Fine stems and growth.

Root—\$2.00

Plant—\$1.00

DOROTHY STONE—(*)—(Fisher & Masson) Informal Decorative. Very large flowers of a deep pink. A sensational flower in the garden and in the show room. Excellent growth and stiff stem. Grow to four canes for exhibition.

Root—\$1.00

Plant—\$0.50

DWIGHT W. MORROW—(Dahliadel) Formal Decorative. A very massive flower of a deep, rich cardinal red. Unfortunately, with us the stem has a tendency to bend, but we understand that this is not characteristic of this variety in all soils.

Root—\$1.50

Plant—\$0.75

EAGLE ROCK FANTASY —(Broomall-Success) Informal Decorative. Clear, mallow pink of great size and depth. Excellent stems and insect-proof foliage. One of the greatest of prize winners. It was one of the best varieties in our gardens this year.

Root—\$2.50

Plant—\$1.75

EDITH EASTBURN SIMONS —(Peacock) Semi-cactus. Do you remember the old Elsie Daniels? That old variety was always one of our favorites. At last we have found a dahlia that at least approaches "Elsie". Soft lavender-pink and white blended in a remarkable bloom. Fine stem and foliage. For exhibition, grow to four canes.

Root—\$5.00

Plant—\$2.50

EDWARD RINDFLEISCH —(Rindfleisch) Formal Decorative. A tremendous bold flower of a magnificent shade of red, held erect on cane like stems. It is one of the best red dahlias that we have ever seen. More, and better flowers were shown of this variety at the New York Show than any other variety, with the possible exception of Frau O. Bracht. Highly recommended.

Root—\$2.50

Plant—\$1.75

ELEANOR M. RADELL—(Felsing) Informal Decorative. A lovely shell pink shading to deep rose at the center. Not a large variety but a very striking one. Nice growth and stem. On the Honor Roll.

Root—\$5.00

Plant—\$2.50

ELEANOR ROOSEVELT —(Veile & Mendham) See pages 2 and 3.

THE ULTIMATE IN DAHLIAS

ELISSA LANDI --(Cordes-Eastman) Formal Decorative. The seedling table at the Camden, N. J., show had about the best collection of seedlings of any show this year. At one end of the table we were particularly struck by a beautiful light orange (the originator calls it coral) flower, and we were not surprised to notice a blue ribbon on it. We made up our minds then and there that this was one of the new ones that we were going to get. The petals fold back to the stem making a perfect ball. Fine stem and foliage, and an excellent keeper when cut. Best grown to four canes. On the Honor Roll.

Root—\$10.00

Plant—\$5.00

FANNIE SANDT —(*)—(Veile & Mendham) Semi-cactus. If there is one form of the dahlia that needs to be increased it is that of this type. We have only too few under this classification, and we honestly believe that this is one of the best. A gorgeous color, intense tyrian pink that is beyond description under artificial light. Immense size with tight centers, not changing up to frost. The foliage does not have to be sprayed at any time. The bush grows quite tall and the flowers are borne in profusion on unbeatable stems. We do not hesitate to recommend this flower as it is the most beautiful dahlia that we have ever introduced. Grow to four canes. See page 13.

Root—\$4.00

Plant—\$2.00

FAIRY—(Fisher & Masson) Cactus. A dainty pink cactus of great charm. Medium size, but the bushes are covered with bloom on fine stems. A florist in Easton used this for artistic arrangements in his window. Needless to say, it caused a great deal of comment.

Root—\$2.00

Plant—\$1.00

FARNCOT—(Davis-Fraser) Incurved Cactus. Aster purple tipped white. An old-timer but still a prize winner.

Root—\$0.75

FORT MONMOUTH—(*)—(Kemp) Informal Decorative. Rich, deep burgundy wine of immense size. Fine stems and foliage. An excellent seed parent.

Root—\$1.00

Plant—\$0.50

FRAU IDA MANSFIELD —Cactus. Europe is no longer to be ignored when new dahlias are introduced. This variety along with Frau O. Bracht is as good as anything we have seen in the past years. Not a large dahlia, but a revelation in flower formation. Thickly spaced petals with serrated tips of a bright butter yellow. Fine stems and growth. You cannot imagine a more beautiful bouquet.

Plants only—\$1.00

FRAU O. BRACHT—(Berger) Straight Cactus. A sensational variety from Czecho-Slovakia that has firmly established itself as one of the best dahlias of all time. Mixed with the sensational Paul Pfitzer in a basket at the New York Show, it made a never to be forgotten picture, and incidently the party that arranged that basket is entitled to the Noble Prize, or something. A clean light shade of yellow with fine stems.

Root—\$1.00

Plant—\$0.50

FLORENCE LOUISE—(Ostrander) Semi-cactus. A very large flower, citron yellow tinted with orchid. The stem is extra heavy and the flower will not droop. The originator claims it will last 6 days after it is cut.

Plants only—\$3.75

FLOYD GIBBONS —(*)—(Veile & Mendham) Informal decorative. A very beautiful and unusual colored dahlia. Carrot red blended with bronze. Flowers grow very large and the petals curve back to the stem. Fine stems and good thick foliage. An excellent cut flower as well as exhibition. It had a very good year. See page 10.

Root—\$2.00

Plant—\$1.00



FLOYD GIBBONS
(Veile & Mendham)

GIRL OF HILLCREST—(*) Informal Decorative. A beautiful golden orange of medium to large size. A very profuse bloomer and excellent for cutting. The stems and foliage are fine. A grand seed parent.
Root—\$2.00 Plant—\$1.00

GOLDEN ECLIPSE—(Badetty) Formal Decorative. Clear, golden yellow with slight blushes of salmon on some of the petals, shading to bright, rich salmon in the center. A pleasing, glowing combination of autumn shades that is as pleasing under light as in the open. A very hard variety to defeat in competition. Fine stems and a very vigorous grower. On the Honor Roll.
Plants only—\$5.00

THE ULTIMATE IN DAHLIAS

GOLDEN GIRL—(Crites) Cactus. A huge golden yellow. A very rank grower and is best thinned out. Fine stems and a good exhibition variety.
Root—\$3.50 Plant—\$1.75

GRANDEE—(Ballay-Success) Informal Decorative. A very large flower of a striking combination of Spanish red and golden yellow. The reverse of the petals shows a blush of russet red. Excellent stems and foliage. It was the outstanding dahlia on the Pacific Coast, winning in every show that it was shown. The originator claims that 15 inch flowers are no rarity. On the Honor Roll.
Plants only—\$7.50

HALLELUJAH—(*)—(Veile & Mendham) Informal Decorative. Bright orange with violet tints and shadings in the center. It can be grown to enormous size with very little trouble. Fine, thick foliage and good, stiff stems.
Root—\$1.50 Plant—\$0.75

HARRIET NEALE—(Wickersham-Ruschmohr) Informal Decorative. To best describe this variety it can be called a golden Marmion, deeper in color, but with a more refined formation. Fine, thick foliage and stiff stems. Good for exhibition. On the Honor Roll.
Plants only—\$5.00

HILLCREST CINDERELLA—(Scott) Informal Decorative. A giant clear lavender and winner of largest flower of the West Virginia Dahlia Society. Very free producer of bloom for such a large flowered variety. It is a very lovely color, particularly under artificial light—a true pastel lavender and not a pink. Fine growth and foliage. On the Honor Roll.
Plants only—\$5.00

HORACE ADAMS—(Burch) Informal Decorative. Pleasing old gold of very pretty formation. Fine stems and thick foliage. Best grown to four canes.
Root—\$3.50 Plant—\$1.75

IMPERIAL PINK—(Lyndora) Informal Decorative. This dahlia was the talk of our gardens this past fall. It was more beautiful than ever before. The pink was more intense with the golden shades at the base of the petals brighter. Fine stem and foliage. It is best planted early.
Root—\$2.00 Plant—\$1.00

IVORY—(*)—(Boston) Formal Decorative. A flower very aptly named. It is very large and about the cleanest grower in the garden. We can highly recommend this dahlia.
Root—\$1.00 Plant—\$0.75

JANE DEW—(Dew-Ruschmohr) Informal Decorative. This is one of the varieties that was outstanding of last year's introductions. A magnificent bright pink that was little short of perfect. Fine growth and stem. On the Honor Roll. Not to be overlooked.
Root—\$7.50 (Stock Limited) Plant—\$2.50

JANE DIXON—(Fisher & Masson) Formal Decorative. An exhibition dahlia of a lovely shade of salmon-orange, of great depth and size. The petals are pointed and the center of the flower is extremely high. The flowers are carried on excellent stems above the heavy, insect-resisting foliage.
Root—\$5.00 Plant—\$2.50

JEAN TRIMBEE—(*)—Trimbee-Waite) Semi-cactus. Rich, petunia violet, it stands alone in its color. Very large and sensational with a high, full center. Excellent stems. It won the prize for the largest dahlia in the Trenton Show for us—13 ½ inches. It was by far the best variety in our gardens this year. We have never seen such a wealth of unusually large blooms on any dahlia bush. We have extra fine stock.
Root—\$2.00 Plant—\$1.00

JEROME KERN—See pages 4 and 5.

JERSEY'S DAINY—(Waite) Straight Cactus. A lovely and very satisfactory dahlia, white with a faint overtone of pink. At times some of the flowers were pure white. The growth is excellent, the stem is fine, and it is a profuse bloomer. Another fine dahlia from the famous originator who has given us some of the best dahlias of today.
Root—\$5.00 Plant—\$2.50

JERSEY'S MAJESTIC—(Waite) Informal Decorative. When size is to be considered in dahlias, there are few varieties that will grow consistently as large as this variety. The color is a pleasing blend of salmon, old gold and rose. The foliage is very dark, bordering on the bronze shades, and adds greatly to the beauty of the flower. We exhibited three immense flowers at the New York Show that were as fine as anything there.
Root—\$5.00 Plant—\$2.50

JERSEY'S MELODY—(Waite) Semi-cactus. Tyrian rose shading to silver on the tips with a silver reverse. A very striking variety on fine stiff stems that will give you a wealth of bloom.
Root—\$2.00 Plant—\$1.00

KATHLEEN NORRIS—(Fisher & Masson) Informal Decorative. The greatest exhibition dahlia of all time, seen on every exhibition table. Unfortunately, there has been poor stock of this variety on the market and many people have told us they could not grow it. We have never had a bad plant nor have we ever received a complaint from anyone that has purchased it from us. Immense silvery pink on the best of stems.
Root—\$1.00 Plants—\$0.50

KAWEAH—(Meussdorfer) Informal Decorative. A new color in dahlias and certainly one of the largest flowers grown. It is rich fuschia deepening toward the center. The bush is a very thrifty grower. This variety is at its best when the nights are cool, as the lower temperature seems to bring out the color in the flower.
Root—\$5.00 Plant—\$2.50

KENTUCKY RED—(White) Informal Decorative. A dazzling, sparkling red that is the brightest thing in the garden. We know of no other dahlia that can touch this one for vivid color. A row of these look like a bon-fire. Fine stems and excellent foliage. Highly recommended.
Root—\$2.50 Plant—\$1.25

LADY MOYRA PONSONBY—(Lee) Informal Decorative. Immense yellow flowers on bushes with as fine a growth as you could wish for in a dahlia. An introduction from Washington, it was successful in all parts of the country. Stems are rigid and long, making it possible to cut the magnificent blooms to advantage. Highly recommended.
Root—\$7.50 Plants only—\$3.75

LA FIESTA—(*)—(Cordes-Eastman) Informal Decorative. Very large, beautifully formed flowers, butter yellow penciled red. The growth is fine and the stems stiff, but with us it is rather a shy bloomer.
Root—\$5.00 Plant—\$2.50

THE ULTIMATE IN DAHLIAS



FANNIE SANDT
(Veile & Mendham)

LAVINIA BROOMALL—(Broomall) Cactus. A very unusual flower in formation. The petals twist and curl resembling a giant crab. The color is a blend of tan, rose and gold.

Root—\$1.50

Plant—\$0.75

LOIS MARION —(Ruschmohr) Incurved Cactus. Winner of a certificate of Merit at Storrs. Citron yellow, outer rows shrimp pink. A beauty, and big, too. The bush grows tall. On the Honor Roll.

Plants only—\$3.75

LONG HILL—Informal Decorative. Our choice for the most beautiful new dahlia that we grew this year. A combination of old gold and rose that is impossible to describe. Large flowers with a twist to the petals that gives it an added charm. Excellent foliage and fine, stiff stems. Don't miss it. We do not know the name of the introducer.

Root—\$5.00

Plant—\$2.50

LOUISE BATES—(Cordes-Eastman) Semi-cactus. A very spectacular flower of immense size. Grown naturally, the blooms average 8 to 10 inches, but if the plant is pruned to four or six canes the flowers will increase greatly in size. The color is a beautiful mallow pink with a phlox purple center. A most prolific bloomer and a real exhibition flower. Should be another Amelia Earhart.

Plants only—\$5.00

LORD OF AUTUMN —(Almy) Informal Decorative. The super dahlia, largest, most beautiful yellow yet produced, and heaven knows we need one. The blooms average 11 inches and more in diameter and 7 to 9 inches in depth on cane stiff stems 3 to 4 feet long. The color is a rich deep, golden yellow that never fades or burns. For so huge a dahlia it is unusually prolific. The center is always closed and it is a good keeper when cut. A dahlia to have all these qualifications must be great, as indeed, this one is. On the Honor Roll. We cannot recommend this dahlia too highly to you.

Plants only—\$7.50

MABLE DOUGLASS—(Thompson-Waite) Informal Decorative. A clear pastel lavender and a most beautiful and very rare shade. The flowers are immense but sometimes come with a bent stem. It is not a good producer of roots.

Root—\$1.50

Plant—\$0.75

MAN O' WAR—(Boone-Ruschmohr) Informal Decorative. Carmine, shading to ox-blood red at the center. Fine for exhibition and commercial uses. Good clean-cut grower on fine stems. On the Honor Roll.

Plants only—\$5.00

MARSHALL'S PINK—(*) Formal Decorative. An exquisite shrimp pink similar in form to Jersey's Beauty. Excellent for cutting with stems at least three feet long. Plant is of tall habit of growth with dark foliage.

Root—\$1.00

Plant—\$0.50

MARY BAKER—(*)—(Wickersham) Informal Decorative. A gorgeous golden yellow of beautiful formation. The flower is star shaped and of large size. An excellent bloomer and a row of this variety is a sight to behold, when it is in full bloom.

Root—\$2.50

Plant—\$1.25

MARYLAND'S GLORY —(Maryland) Formal Decorative. A large deep American Beauty red and a dahlia that is a pleasure to grow. Stem and foliage are perfect. We cannot recommend this dahlia too highly.

Root—\$2.50

Plant—\$1.25

MONMOUTH RADIANCE —(Kemp) Informal Decorative. A light coral pink shading to primrose at the center of the flower. Fine stems and foliage, and a very large flower. Under artificial light it is one of the most beautiful dahlias that we have ever seen. On the Honor Roll.

Plants only—\$6.00

MONTALVO—(Ballay) Formal Decorative. Very large flowers of a light bronze shade. The bush is a very rank grower and is best thinned out to four canes for exhibition purposes. The stems are fine and the foliage unusually thick.

Root—\$2.50

Plant—\$1.25

THE ULTIMATE IN DAHLIAS

MURPHY'S MASTERPIECE—(Reed) Informal Decorative. Immense dark red that takes its place as one of the outstanding exhibition varieties of all time. It was more in evidence than any other variety at the fall shows this year. There seems to be no limit to the size that this great dahlia can be grown. Stem and growth are all that can be desired.

Root—\$10.00

Plant—\$3.75

MYRA HOWARD—(Dahliadel) Informal Decorative. This past season was a great one for this dahlia. It bloomed its head off, and the huge pure gold flowers stood up all over the garden. The stems are stiff and straight. One of the very best of the autumn shades. Fine for exhibition.

Root—\$3.50

Plant—\$1.75

OLIVE WRIGHT—(*)—(Veile & Mendham) Informal Decorative. A magnificent orange with yellow at the base of the petals. The flowers are extremely large and borne in profusion on strong, healthy bushes. The stems are rigid. The center is very high and full. As it is a strong grower, it should be thinned out to four canes.

Root—\$1.50

Plant—\$0.75

ORIENTAL GLORY—(Delight-U Garden) Informal Decorative. There are so many dahlias following the same color tone that it is an innovation when one appears with a shading that is just a little different than the other. Such a dahlia is Oriental Glory. The flowers are brilliant, dazzling balls of deep orange; and how we need this color on the exhibition table. Fine, robust grower with excellent stems. On the Honor Roll.

Plants only—\$7.50

PALO ALTO—(Ballay-Success) Semi-cactus. Another good variety from Mr. Ballay. While it is not as brilliant a color as we like, this should not be taken against it. It is a blend of coral, gold and rose. The flowers are enormous and numerous. Fine growth and foliage.

Root—\$10.00 (Stock Limited)

Plant—\$5.00

PRINCE OF PERSIA—(Newsom) Informal decorative. Immense, rich, glowing crimson. A fine exhibition variety but a bush of peculiar growth. Too many laterals should not be left on the bush, and it is best planted early.

Root—\$1.50

Plant—\$0.75

PRINCE REGENT—(*)—(Lyndora) Formal Decorative. There are very few dahlias with the beautiful coloring of this one. Light yellow that shades to distinct salmon pink makes a picture that no artist could paint. Fine stems and an excellent grower.

Root—\$1.50

Plant—\$0.75

R. A. BROOMFIELD—(Petrie-Chappaqua) Informal Decorative. Glorious saffron orange flushed with rose. The blooms are large and distinctive, easily grown to great size and depth. They are held upright and always well up out of the foliage. The foliage is heavy and dark green. On the Honor Roll. One of the most beautiful of all recent introductions.

Plants only—\$5.00

ROBERT EMMETT—(Dahliadel) Informal Decorative. A new and very pleasing shade of red. A glowing red that does not fade. Medium to large in size, with excellent heavy, dark foliage.

Plants only—\$3.75

ROB ROY—(Tyler) Informal Decorative. A huge old gold flower that is reminiscent of Galli-Curci. Excellent growth with a stiff, but somewhat leafy stem.

Root—\$2.00

Plant—\$1.00

ROYAL FLUSH —(Ballay) Informal Decorative. A magnificent, huge scarlet red on fine stems. It is best described as a red Monmouth Champion. Fine foliage and all the good attributes that go to make up a fine dahlia. Highly recommended. We think this is one of Mr. Ballay's best.

Root—\$3.50

Plant—\$1.75

RUDY VALLEE—(*)—(Reed) Semi-cactus. An odd shade; grenadine orange. Large flowers of beautiful formation and with full centers. Rigid stems, and fine foliage. Not a prolific bloomer.

Root—\$3.50

Plant—\$1.75

SANHICAN'S LAVENDER —(Fisher & Masson) Formal Decorative. From now on Jersey's Beauty has a more than average competitor in the cut flower class. While not resembling Jersey's Beauty in color, it holds the same place in the lavender class as Beauty does in the pink. Medium sized flowers on the best of stems with unexcelled growth. We welcome a variety of this type as a relief from the monstrous sized dahlias that are effective more for their size than for their beauty.

Root—\$2.00

Plant—\$1.00

SANHICAN'S METEOR—(*)—(Fisher & Masson) Informal Decorative. A very striking blending of flaming red and gold. Large size on fine stems. Plant early.

Root—\$2.00

Plant—\$1.00

SATAN—(*)—(Ballay-Success) Semi-cactus. Here is the old devil himself. No flower could have had a more appropriate name. The color is red with tiny gold tips giving the flower the appearance of having horns. Flowers of enormous size on thick stems. For exhibition it is best grown to no more than four canes.

Root—\$5.00

Plant—\$2.50

SHAHRAZAD—(*)—(Newsom) Informal Decorative. Huge rose pink of beautiful form and color. In California they call it a pink Jane Cowl, but we cannot see the resemblance. Fine stems and growth.

Root—\$1.50

Plant—\$0.75

SONNY MASSON—(*)—(Veile & Mendham) Informal Decorative. Rich, velvety red, nearly scarlet with tiny petaloids of gold, and gold shadings on the reverse. In keeping with the modern dahlia standards, the flowers are immense, with great depth and held at the proper angle on excellent stems. The foliage is thick and leathery. It was excellent for us this year and drew every customer in our garden to it with its brilliant display of color. On the Honor Roll.

Root—\$2.00

Plant—\$1.00

STRONGHEART —(Ballay) Informal Decorative. There are a great many dahlias of autumn shades, but never have we grown one that had such a lasting impression on us. Very large pure gold, not a dead gold, on fine stems, growing on husky bushes, made this dahlia the best seller in our gardens. At the Bryn Mawr Show we noticed two very beautiful blooms of it.

Root—\$5.00

Plant—\$2.50

SULTAN OF HILLCREST —(Scott) Informal Decorative. A giant flower of clear gold flushed with bronze and tints of brownish red. It nearly borders on the formal type. Bushes are very large and they bear a wealth of big blossoms on fine stems. On the Honor Roll.

Root—\$10.00

Plant—\$5.00

THE ULTIMATE IN DAHLIAS

THE COMMODORE —(Scott) Informal Decorative. Gigantic brilliant lemon yellow overlaid with a slight golden sheen, that was outstanding this year. At one time, we had a bush in bloom with six flowers on it, all over twelve inches. Very prolific.

Root—\$2.00

Plant—\$1.00

VARIO—(Boston) Informal Decorative. The best variegated dahlia, and of an entirely different combination of color. Tan mixed with a very pale pink in every imaginable combination. Admired a great deal at New York.

Root—\$1.00

WANDELL'S RED BIRD—(*) Formal Decorative. A light cherry red. Large flowers on fine stems and a very clean grower. A good garden and exhibition variety.

Root—\$2.50

Plant—\$1.25

WASHINGTON GIANT —(Lee). Informal Decorative. Here is a real lavender in a finely formed flower. The blooms are streaked with silver showing silver petaloids in the center. Very large on extra good stems. On the Honor Roll.

Plants only—\$5.00

WATCHUNG SMOKE—(Smith) Informal Decorative. A very beautiful flower of tan and old rose, but very shy to bloom. It should do better in the South or California where the seasons are longer.

Root—\$2.50

Plant—\$1.25

WATCHUNG SUNSET—(*)—(Smith) Informal Decorative. Very pretty flowers of a watermelon pink with gold shadings. Excellent bloomer and fine stems.

Root—\$1.00

WHITE WONDER—(Black-Kemp) Informal Decorative. A clear, pure white with very much the same formation as Fort Monmouth and the same long, graceful wavy petals. Fine stems and enormous in size. One of the best exhibition varieties today. On the Honor Roll.

Root—\$7.50

Plant—\$3.75

WILLAMETTE —(*)—(Crites) Informal Decorative. The colors of this beauty are so blended as to defy description. Face of petals is a golden coral and orange, tinted rose and salmon, with a golden halo over all. The reverse is ashes of roses. Very large and prolific.

Root—\$2.50

Plant—\$1.75

Additional New Varieties

CADET —(Ballay-Success) Semi-cactus. Light primrose yellow. Resembles Satan in formation. Very good.

Plants only—\$7.50

ELEGANCE —(Ballay-Success) Semi-cactus. Yellow and coral. Very large and beautiful. Honor Roll Dahlia.

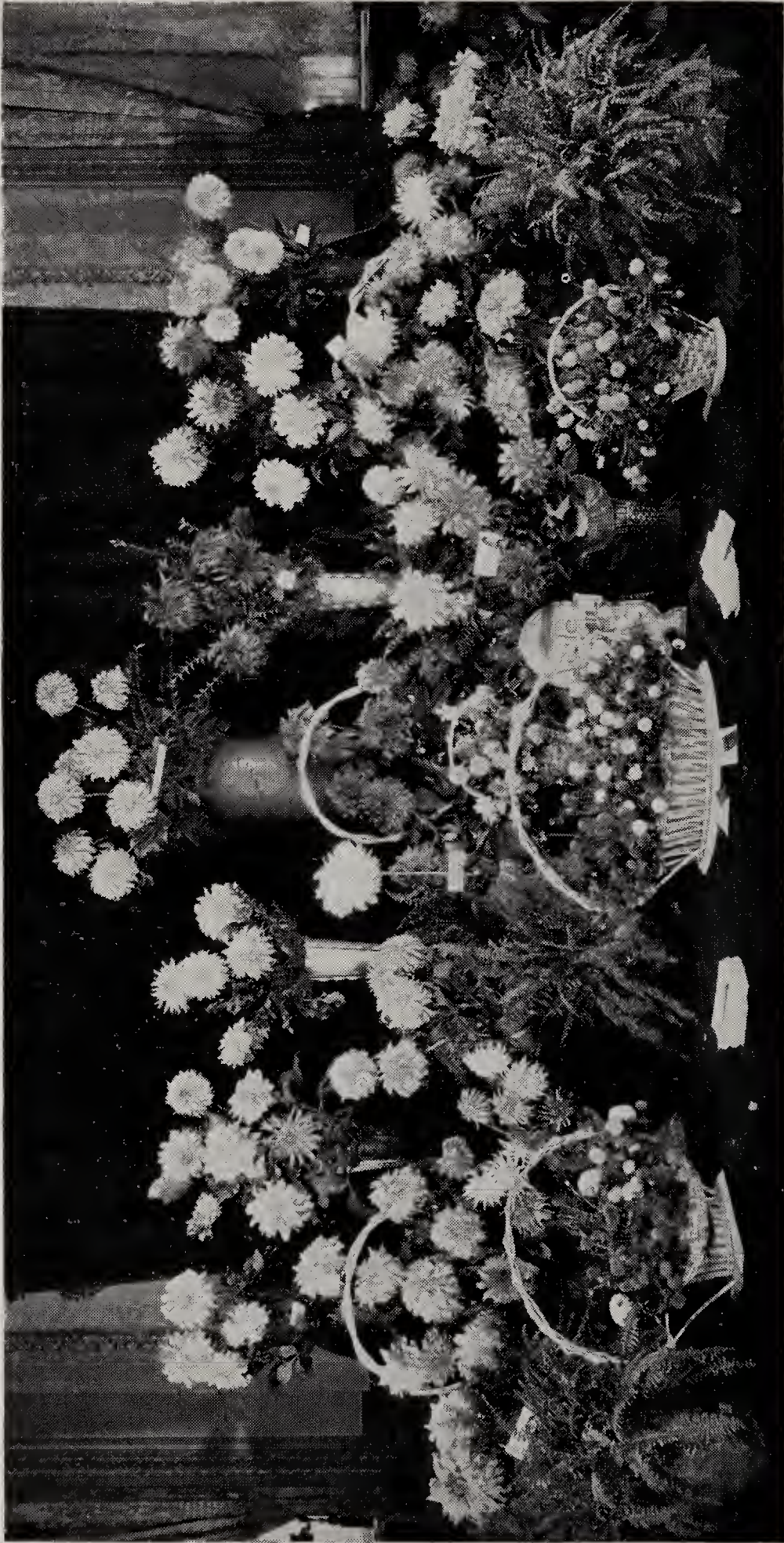
Plants only—\$7.50

PAUL PFITZER —(Pfützer) Cactus. Sensational new pink and cream. An imported variety of much merit. On the Honor Roll.

Plants only—\$2.00

RUBY TAYLOR —(Garrity) Informal Decorative. Purplish red. A fine exhibition variety.

Plants only—\$3.75



OUR EXHIBIT AT THE NEW YORK SHOW IN THE PENNSYLVANIA HOTEL, WINNER OF
THE SUPREME AWARD OF THE AMERICAN DAHLIA SOCIETY, THE
HIGHEST AWARD THAT CAN BE MADE.

THE ULTIMATE IN DAHLIAS

MINIATURE DAHLIAS

	Root
Agalia—Apricot and salmon.....	\$.50
Bishop of Llandaff—bright red25
Bobby—tawny orange. Very good.....	.35
Coronne—white35
Coral Gem—coral pink50
Comrade—brilliant red. Plants only50
CARLA—tan and buff. Honor roll. Plants.....	1.00
Freda—deep maroon. Very good35
Garden Love—rose red and yellow35
Irene—salmon. One of the best35
JEAN—apricot and rose. Honor roll. Plants	1.00
Kitty Bellair—dark red35
Raider—cinnamon35
Rhoda—yellow and russet35
Northfield Priory—bright red50
Skippy—white, tipped carmine75
Tiny—yellow and orange50
Tricolor—yellow tipped cardinal50
Veruna—lavender pink35

ORCHID-FLOWERING DAHLIAS

Flamingo—orange, red reverse	\$.50
Mavis—lilac, reddish purple reverse50
Polly—yellow, carmine reverse50

POMPOM DAHLIAS

All roots \$0.25 each

Amber Queen—bright amber	Edgar—deep cream
Atom—orange red	Indian Chief—best red
Bob White—white	Joe Fette—white
Cora May—salmon pink	Little Belle—mauve
Dee Dee—pale lilac	Little David—orange
Dot—white	Mike—burnt orange
Douglas Tucker—yellow, crimson center	Yellow Gem—yellow

COLLECTIONS

- No. 1. One root each of Shahrazad, Prince of Persia, Marshall's Pink, Girl of Hillcrest, and Colonial Dame for \$5.00. Value \$11.50.
- No. 2. One root each of Jean Trimbee, Kentucky Red, Mary Baker, and Fannie Sandt for \$5.00. Value \$11.00.
- No. 3. One root each of Prince of Persia, Olive Wright, Shahrazad, and Girl of Hillcrest for \$3.00. Value \$6.50.
- No. 4. One Root each of Edward Rindfleisch, Marshall's Pink, The Commodore, and Sanhican's Meteor for \$3.00. Value \$7.50.
- No. 5. One plant each of Satan, Eagle Rock Fantasy, Jerome Kern and Imperial Pink for \$5.00. Value \$9.00.
- No. 6. One plant each of Aiko, Jean Trimbee, Kentucky Red, and Satan for \$3.00. Value \$6.00.

General Information

Order Early—We cannot impress the fact too strongly to order early. Of the newer varieties the stock is naturally very limited, and a great deal of disappointment can be avoided. All roots sent out before March 15th are sent at the buyer's risk. Altho every precaution will be taken, they are not guaranteed against freezing.

Terms—Remittance with order on or before shipment. Retail orders are delivered prepaid. Wholesale orders, at the purchaser's expense.

Shipping—Orders are shipped as soon after April 1st as convenient unless otherwise notified. Green plants will be shipped on or around the 20th of May.

Guarantee—We guarantee every root and plant sent out by us to be true to name, and in a healthy condition when received, after which our responsibility ceases, as we have no control over growing conditions. We ask that you at once notify us if anything is unsatisfactory when received, or if any root or plant does not grow after planted a reasonable time.

Substitution—We do not substitute unless requested to do so, but would suggest naming a second choice.

Name and Address—Be certain to write name and address plainly.

Green Plants—We especially recommend the planting of green plants. For exhibition flowers, they are unrivaled.

Do not be discouraged if a dahlia from a different locality does not do well for you the first season. Try it again, as many varieties need to be acclimated.

If you do not see the variety listed that you want, write us, as we grow many dahlias the stock of which is too limited to list.

Address all communications to VEILE & MENDHAM, Bushkill Gardens, Box 185, Easton, Pennsylvania.

Gardens—At Hackett Ave., Bushkill Park.

VEILE & MENDHAM,
BUSHKILL GARDENS,
EASTON, PA.

Member of { American Dahlia Society
National Association Commercial Growers
Dahlia Society of New Jersey.

Are you a member of the American Dahlia Society? If not, why don't you join. The dues are nominal, \$2.00 a year, and that includes the Bulletin; a publication that will give you far more than \$2.00 worth of enjoyment. Write the secretary, Mr. C. Louis Alling, 198 Norton Street, New Haven, Conn., and he will cheerfully furnish you with any information that you may wish.

Don't miss the Fall Flower Show held yearly in the City of Easton. It is rapidly taking its place among the leading fall flower shows of the east. Watch the Bulletin for dates.

